



TOWN OF
BEDFORD
NEW HAMPSHIRE

REQUEST FOR PROPOSALS

MASTER PLAN UPDATE

February 27, 2018



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I. BACKGROUND

The Town of Bedford, New Hampshire is soliciting proposals for professional services to assist the Bedford Planning Board in the comprehensive update of the [Bedford Master Plan](#), last revised in October 2010. The new master plan will guide the Town's land use and zoning policies and long-term planning, but will also serve as an important resource in capital improvements planning, budgeting, and in the consideration of key policy changes in Bedford.

The Planning Board's objective is to complete the Master Plan and adopt the document no later than November 2019. The planning process should incorporate significant public input and involvement, include innovative infographics and tools for public engagement, and represent an accessible and comprehensive living and working document for continued reference. [The consultant team should have demonstrated experience in crafting all chapters of the master plan, and particular expertise in the areas of public engagement, implementation, and a creative and innovative professional approach to planning projects, as outlined in this Request for Proposals \(RFP\).](#)

*The deadline for proposals is **Friday, March 30 at 4:30 p.m.** Finalists will be invited to review proposals at a meeting with a selection committee.*

II. COMMUNITY PROFILE

Bedford is a vibrant and growing community located in southern New Hampshire's Merrimack Valley Region at the crossroads of several major routes and a short distance from Manchester, the state's largest city. Approximately 22,700 residents call Bedford home, making it the twelfth largest municipality in the state.

Originally an agricultural community, Bedford experienced rapid growth beginning in the 1960s and continuing well into the early 2000s. While growth has moderated somewhat as several residential areas reach buildout status, Bedford continues to grow and remains a sought after place to call home. Bedford is a well-rounded community known for its high performing schools and attractive residential neighborhoods. Bedford is also located in the heart of the state's business center and is approximately an hour's drive from Boston.

Although 90 percent of the Town's land area is zoned for residential uses, Bedford is not simply a bedroom community. Nearly 17,000 workers commute to jobs in town, making Bedford one of the ten largest employment centers in the state. With over 1,000 employers, Bedford's business community is diverse. The Town is home to major international corporations, including the robotics industry giant Segway Inc., as well as dozens of national retailers, from Whole Foods to Target, to hundreds of small businesses.

III. MAJOR LAND USE & COMMUNITY DEVELOPMENT ISSUES

Bedford processes a significant volume of land use applications each year and the community is actively engaged in several discussions regarding major community development issues and long-term planning efforts that should be incorporated into the master plan, including:

- **Route 101 Widening:** *New Hampshire's most heavily travelled east-west corridor, Route 101, bisects Bedford in half. Construction is currently underway to expand a chronically congested section of the corridor to five lanes. This project will mark the realization of a decades-long*

community goal that will significantly change the character of the corridor. The Town has taken great care over the years to manage development along the roadway, but also recognizes the corridor offers opportunities for more engaging, pedestrian-oriented development. It is the Planning Board's intent that the master plan fully consider the impacts of the highway widening and include recommendations for managing growth as well as opportunities for redevelopment.

- **Growth Challenges:** Bedford is both a popular place to live and a major economic center in its own right and many areas of the community are approaching buildout status. The community continues to see applications for commercial development, however the vast majority of its land is zoned for residential uses and the town's rural character is highly valued. This has led to some conflict from both residents concerned about commercial growth adjacent to existing neighborhoods, and from the business community concerned about the lack of developable commercial land remaining in town.
- **Redevelopment Opportunities:** Bedford lacks a walkable downtown or village center and there is growing demand for more community gathering places. A mixed-use development currently under construction and centered on a new 'Main Street' has generated excitement in the community and spawned some discussion over whether more engaging, higher density development may be appropriate in other areas of town. The master plan will need to engage the community to determine what areas of the community are best positioned to handle infill and redevelopment and what changes to existing regulations may be necessary to support such development forms.
- **A community responsive to demographic changes:** The community recognizes that changing demographics and consumer preferences are spurring demands for more housing and transportation options. Bedford wants to ensure it is adaptable to these changes. The possibility of a privately funded commuter rail station has generated excitement in the community and there is growing advocacy for more pedestrian accommodations, including for a shared-use trail in Bedford. The Town is actively partnering with the Southern NH Planning Commission on its "Becoming Age Friendly" initiative and the Master Plan should reflect goals and strategies to support the needs of a truly multi-generational community.
- **A commitment to environmentalism and sustainability:** Bedford is currently wrestling with PFOA groundwater contamination in several residential areas generated from a nearby industrial facility. The contamination has imposed significant hardships on many residents and raised widespread concern in the community regarding natural resource protection. Bedford is committed to growing in a sustainable manner, maintaining its rural character, with a commitment to the protection of natural resources.

IV. PROJECT SCOPE

This project involves a comprehensive update of the Bedford Master Plan. The consultant team will be expected to work independently with expertise in a broad array of subject areas. **To the greatest extent possible, the Master Plan should be an integrated document, identifying goals and implementation measures that span subject areas.** The Planning Board welcomes creative and non-

traditional proposals that may utilize innovative formats or integrate topic areas into single sections or chapters of the plan.

The following is an outline of sections to be included in the Master Plan. The consultant is expected to provide all information required by NH RSA 674:2 and 674:3, and the outline is not all inclusive and the Master Plan Steering Committee may revise topic areas as appropriate. It is not necessary for the document to follow the outline below and topics may be consolidated, provided all themes are incorporated into the plan.

1. Executive Summary - It is the Planning Board's intent that this would be a standalone document distributed more widely to the public. The summary should be concise and highly graphic, highlighting the community's vision and incorporating all major recommendations of the plan, including brief summaries relating to existing conditions, public participation, and plan development and implementation.
2. Existing Conditions - The plan should include a comprehensive assessment of existing conditions in the Town of Bedford relating to land use, population and demographics, employment and economic development conditions, recreation, energy, housing, natural and cultural resources (all applicable sections of the master plan). The Planning Board is particularly interested in how leading indicators have changed in the last 10 years and how the Town's performance relates to similar communities of its size in New Hampshire. Existing conditions can be a standalone section or may be integrated into plan chapters as appropriate.
3. Vision - The plan should include a vision statement based on discussions with the Master Plan Steering Committee, areas of consensus derived from public comment, and based on a comprehensive analysis of existing conditions in the community. The vision statement should reflect a consensus on character, status, and function of the community in **2030** and will serve to guide all other sections of the plan.
4. Land Use - The plan should include an assessment of the Town's existing zoning and land use patterns and recommendations for potential zoning changes and future land use. The report should include an existing land use map and future land use map.
5. Housing and Population - The plan should provide an analysis of Bedford's housing needs in relation to changing demographics. Bedford has made significant strides in providing a greater diversity of housing options in recent years, however the community recognizes there are unmet housing needs relating to several demographic segments.
6. Transportation - Bedford has invested significantly to better maintain its roadway infrastructure. The plan should provide an inventory and needs assessment of the existing road network including identification of street capacity ratings, traffic statistics and safety issues. The plan should address practical recommendations for alternative modes of transportation including public transit, airport access, rail service, and pedestrian and bicycle improvements. The study should take into consideration Bedford's transportation needs in relation to regional and State transportation plans and also provide suggested fund methods for implementing transportation improvements.
7. Energy, Resiliency and Sustainability - The consultant should coordinate with the Bedford Energy Committee to inventory current energy policies and include recommendations to help the community adopt more sustainable practices. The plan should also identify natural

hazards and threats and include recommendation to help the town remain resilient in the face of changing weather patterns and more severe storm events.

8. Economic Development - Bedford is an important commercial center and a significant part of the community's appeal is its access to amenities and its competitive tax rate (aided by a vibrant commercial presence). The Planning Board would like to maintain and bolster the community's business community. The plan should include a comprehensive assessment of Bedford's economic base, jobs and workforce projections, review Bedford's role in the regional and state economy, and offer recommendations for maintaining and growing the Town's economic advantages. The plan should also examine the economic impacts of Route 101 widening and other significant roadway improvements.
9. Community Design - The 2010 Master Plan included designs prepared by Celebration Associates for the redevelopment of specific properties in Bedford to mixed use, high density sites. In 2012, the Town approved a 'River Corridor Smart Growth District,' which has not yet been formally adopted. The Planning Board would be interested in design recommendations to help the community achieve attractive mixed-use development where appropriate.
10. Recreation - Increasingly, Bedford residents are looking for plentiful recreational and cultural opportunities close to home. The plan should provide an assessment of existing recreational facilities and identify strategies for the community to further develop and bolster recreation options so that Bedford remains a premier community to live, work, and play.
11. Historic and Natural Resources - The plan should provide an inventory and map of the existing natural and historic resources and a map illustrating resources for future protection. The consultant will be expected to coordinate with the Bedford Historical Society, Historic District Commission, Conservation Commission and the Bedford Land Trust to develop a vision for the town's natural and historic resources and recommendations for achieving this vision.
12. Community Facilities - The plan should provide a study of Bedford's community facilities including the inventory, type, location and use. The Town is in the process of completing a Facilities Master Plan and the plan should incorporate findings and recommendations from this study and highlight other future facility needs that may become apparent in the planning process.
13. Implementation Plan - The implementation plan should include specific measures to help attain the town's vision. The plan should clearly outline who would be responsible for each recommended strategy or action and possible funding sources. The plan should also include methods for measuring success or benchmarks for each action item.
14. Other Topics - Other topic areas may be included at the recommendation of the consultant or Master Plan subcommittee as appropriate.

V. SPECIAL CONSIDERATIONS

Public Participation and Outreach

Public involvement and engagement will represent an integral foundation of the plan and the master plan should incorporate public input from a broad cross-section of demographic groups, including input from residents who do not traditionally participate in public meetings. Bedford is a largely family-

oriented community with a significant professional population. Past experience has shown that attendance has been limited at traditional public outreach events. The Planning Board is interested in reaching out to all members of the community, and welcomes non-traditional public engagement ideas.

We encourage consultants to suggest a method for public engagement and outreach that is tailored to Bedford. The Planning Board will appoint a steering committee to lead the master plan effort. The consultant will be expected to attend steering committee meetings, present to local social groups/clubs, and present final and draft chapters to the Planning Board. Although the Planning Board is seeking innovative public outreach, the Board also expects the process to include some forms of traditional public participation, such as **visioning session(s) or open house(s).**

The consultant team must maintain a website and/or appropriate social media platforms (linking directly from the Town website) providing information and consistent updates relating to the process. The website and/or social media account(s) should also include platforms for interactive participation such that residents can provide their opinions without needing to attend meetings.

Innovative Document Layout and Design Approach

The master plan should be a living, accessible and engaging document. When possible, the document should convey information in a graphical format. The use of charts, tables, infographics, and illustrations is highly encouraged. Residents of Bedford, and families or business owners considering moving to town, should be able to get a basic sense of the community and its vision for the future by scanning through the Executive Summary and Master Plan.

VI. PROJECT SCHEDULE

Once the chosen consultant team is selected, the Planning Board envisions a timely and efficient project schedule that will maintain the interest of the community and ensure the process carries momentum, but one which also allows for robust public involvement, collaboration, thoughtful debate and opportunities to thoroughly vet the document. **After the selection of a consultant in the spring of 2018, the completion of the document and formal adoption of the Master Plan should occur by November 2019.**

VII. PROJECT DELIVERABLES

The consultant team will be responsible for providing all necessary materials including drafts of the master plan chapters and other materials for review at the Master Plan Subcommittee meetings, workshops, and charrettes. All materials should be provided to Planning Staff in electronic form at least one week prior to a scheduled meeting.

The Town will be responsible for printing copies of the final Master Plan after it is adopted by the Planning Board.

At the completion of the project the consultant shall provide the following:

- At least one reproducible hard copy of the final report and one electronic copy each in Adobe PDF, MS Word format including all narrative and graphics;

- Any maps and supporting map data prepared by the consultant for the report, provided in a format compatible with the latest version of ArcGIS; and
- Spreadsheets and charts in MS Excel format including support data for all tables and graphs used in the report.

VIII. PROJECT BUDGET

The Town of Bedford has saved funds through the Capital Improvement Program for the Master Plan effort and anticipates a project budget for consultant services not to exceed \$165,000.

IX. TOWN OF BEDFORD STAFF INVOLVEMENT

While the Bedford Planning staff plans to be closely involved with the development and preparation of the Master Plan, existing work commitments preclude staff from spending substantial time conducting research, writing documents, or scheduling and/or managing meetings. It is imperative that the consultant team be able to dedicate the resources necessary to conduct these tasks and to manage the project independently.

X. PROPOSAL REQUIREMENTS

Please submit **seven (7) copies of the proposal and one (1) copy of the sealed bid price** with your submission along with an **electronic copy in Adobe Pdf format**. All proposals must include the following information:

- A. Letter of Transmittal
- B. Project Team: Provide an organizational profile of the project team, including the background and experience of all firms represented. Clearly identify the project manager and team members and staff who would be assigned to each section of the project. If different consultants are teaming together identify who would be the lead consultant.
- C. Summary of Project Understanding and Approach: Provide a statement summarizing the proposed technical and professional approach to the project and a detailed outline of the proposed services for executing the requirements of this RFP.
- D. Summary of Options for Public Outreach: Provide a detailed description of how the proposal will address the need for innovative public outreach and engagement.
- E. Project Schedule: Submit a schedule detailing how the project approach would be implemented including estimated dates for project milestones. The project timeline should not exceed 18 months.
- F. Comparable Projects: Submit summaries of at least three projects with a similar scope described in this RFP. The summaries should reflect a demonstrated record of completing projects on time, within budget, and to the satisfaction of the communities involved. The summaries should include public engagement tools utilized, key recommendations, and illustrations derived directly from the plan. The contact information for the municipal contacts

should be included and the Town reserves the right to contact any references provided or otherwise obtained.

- G. Cost Proposal and Budget: Please submit a cost estimate and typical billing rates (in a separate sealed envelope).

If it becomes necessary to revise any part of the RFP, an addendum will be sent to all those who inquired about the original document.

XI. SIGNATURE/CERTIFICATION

The proposal shall be signed by an official authorized to bind the offer and shall contain a statement to the effect that the proposal is a firm offer for a ninety day period from opening. The proposal shall also provide the following information: name, title, address, and contact information for the individual(s) with authority to contractually bind the company and also who may be contacted during the period or proposal evaluation for the purpose of clarifying submitted information.

The proposal must contain a completed certification statement as attached in Appendix A.

XII. RIGHT TO REJECT PROPOSAL AND WAIVE INFORMALITIES

The Town reserves the right to reject any or all proposals, to waive any nonmaterial irregularities, informalities, or information in any RFP, and to accept or reject any item or combination of items.

XIII. LIMITATIONS OF LIABILITY

The Town of Bedford assumes no responsibility or liability for costs incurred by consultant teams in responding to this RFP or in responding to any further request for interviews, additional data or information, or clarification of any items included in the proposal.

XIV. PROPOSAL SUBMISSION

In order to facilitate evaluation of the proposals, interested consultant teams are instructed to be concise and follow the outline above in responding. Proposals that do not follow the outline, or do not contain the required information, may be determined as incomplete and not considered.

The deadline for all submissions is **Friday, March 30, 2018 at 4:30 p.m. (end of business day)**. Proposals received after the deadline will not be accepted. Please submit **seven (7) copies of the proposal and one (1) copy of the sealed bid price** with your submission proposal along with an **electronic copy in Adobe Pdf format**. Proposals shall be submitted to:

Bedford Planning Department
Attn: Rebecca Hebert, AICP
Town Office Building
24 North Amherst Road
Bedford, NH 03110

XII. PROPOSAL EVALUATION AND SELECTION

Proposals will be reviewed utilizing a quality-based evaluation process and bids will not be opened until all of the proposals have been reviewed for their quality. The Town Planning staff, along with a selection committee will evaluate each proposal based on the documentation requested herein, utilizing criteria including, but not limited to, the following:

- A. The proposal's responsiveness to the RFP, including the format of the proposal, capabilities, work program, professional and technical approaches, clarity, and proven ability to meet project schedule and budget.*
- B. Apparent specialized experience and technical competence of the firm(s) and its personnel in the required disciplines, including a thorough understanding of the federal, state, and local land use statutes that the Town operates under.*
- C. The ability of the consultant team to address the project scope and core competencies outlined in this RFP.*
- D. Innovation and creativity in the proposal's approach to the project.*

Once the highest quality proposals have been identified, Planning Staff will contact and schedule interviews with the selected firms. It is anticipated that the chosen team will be determined not later than the Planning Board's May 7, 2018 meeting.

For reference, Bedford Planning documents can be found on the Town website at <https://nh-bedford.civicplus.com/264/Reports-Master-Plans>.

Questions and inquiries relating to this request for proposals should be directed to:

*Rebecca Hebert, AICP
Bedford Planning Director
rhebert@bedfordnh.org
(603) 792-1317*

or

*Mark Connors
Assistant Planning Director
mconnors@bedfordnh.org
(603) 792 -1377*

APPENDIX A
CERTIFICATIONS

The undersigned certifies that the proposer has not given, offered or agreed to give any gift, contribution or offer of employment as an inducement for, or in connection with, the award of the contract for services;

The undersigned declares that no person in the employ of the Town is pecuniary interested in this proposal or in the contract for the work which is proposed to be done;

The undersigned certifies that no consultant to, or subcontractor for, the proposer has given, offered, or agreed to give any gift, contribution or offer of employment to the proposer, or any other person, corporation, or entity as an inducement for, or in connection with, the award to the consultant or subcontractor of a contract by the proposer; and

The undersigned certifies under penalties of perjury that this proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, other organization, entity, or group of individuals.

SIGNATURE

Date: _____

Signature of Proposer: _____
(Owner/Proprietor/Authorized Representative)

Print Name: _____

Business Name: _____

Business Email: _____

Business Address: _____

